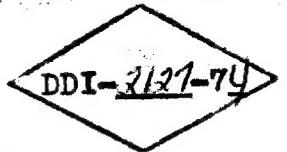


54-4105/1

ADMINISTRATIVE - INTERNAL USE ONLY



12 July 1974

MEMORANDUM FOR: Director of Central Intelligence
FROM : Acting Deputy Director for Intelligence
SUBJECT : NID "Advertising List"

1. Last week you queried if we could carry an "advertising list" of useful intelligence products appearing on the scene.

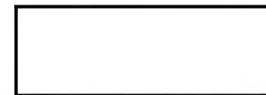
2. We have been aware of your interest in this connection and have run such a list on a few occasions this spring. The effort has slowed down for a number of reasons:

- A precis or gist of the better memos has been actually published in the Daily itself.
- The flow of memoranda has abated somewhat this summer, making it difficult to get three or four titles to list at the same time.
- The output of other agencies is pretty thin and often received rather late, so that most of the listings would look as though we were doing commercials for the CIA product to the exclusion of the community products.
- In terms of NID readership, a lot of the community product is pretty marginal to their interest, particularly quite a bit of the DIA product.

ADMINISTRATIVE - INTERNAL USE ONLY

-- One of our largest producers--OER--runs its own list in the Economic Intelligence Weekly which goes to about all the recipients of the Daily.

3. Having said all this, I am happy to report that the confluence of events this week is such that we will be running an advertising list in Monday's NID. But we probably won't be doing it as frequently as you might hope for the reasons outlined above.



PAUL V. WALSH
Acting Deputy Director
for Intelligence

25X1

Distribution:

Original & 1 - Addressee w/cy Basic
1 - DDCI w/cy Basic
1 - ER w/Basic
① - DDI (File: OCI) w/cy Basic
1 - DDI (File: DCI) w/cy Basic
1 - DDI Chrono
1 - ADDI Chrono
1 - Hold for EWP

10/15/01 10:11 AM

25X1

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UNCLASSIFIED CONFIDENTIAL SECRET

OFFICIAL ROUTING SLIP

TO	NAME AND ADDRESS	DATE	INITIALS
1	Mr. Paul Walsh		
2	EWP	29 July EWP	
3	File: OCI		
4			
5			
6			
ACTION	DIRECT REPLY	PREPARE REPLY	
APPROVAL	DISPATCH	RECOMMENDATION	
COMMENT	FILE	RETURN	
CONCURRENCE	INFORMATION	SIGNATURE	

Remarks:

The attached was removed from
Mr. Colby's desk by EA/DCI.
It is returned for your files.

Mr. Doctor, you may not have
been aware of this.

25X1

FOLD HERE TO RETURN TO SENDER		
FROM: NAME, ADDRESS AND PHONE NO.	DATE	
	7/26/74	
UNCLASSIFIED	CONFIDENTIAL	SECRET

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SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM			
	UNCLASSIFIED	CONFIDENTIAL	SECRET
OFFICIAL ROUTING SLIP			
TO	NAME AND ADDRESS		DATE
1	SAC The Director		
2			
3			
4			
5			
6			
ACTION	DIRECT REPLY	PREPARE REPLY	
APPROVAL	DISPATCH	RECOMMENDATION	
COMMENT	FILE	RETURN	
CONCURRENCE	INFORMATION	SIGNATURE	
Remarks:			
<i>Removed 7/26 [DCI orally informed of content]</i>			
FOLD HERE TO RETURN TO SENDER			
FROM: NAME, ADDRESS AND PHONE NO.			DATE
Acting Deputy Director for Intelligence			7/12/74
	UNCLASSIFIED	CONFIDENTIAL	SECRET

DCI/DDCI

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Routing Slip

Executive Registry
74-4105

TO:

		ACTION	INFO.			ACTION	INFO.
1	DCI			11	LC		
2	DDCI			12	IG		
3	S/MC			13	Compt		
4	DDS&T			14	Asst/DCI		
5	DDI	✓		15	AO/DCI		
6	DDM&S			16	Ex/Sec		
7	DDO			17			
8	D/DCI/IC			18			
9	D/DCI/NIO			19			
10	GC			20			

SUSPENSE _____
Date

Remarks: Can the NID carry an
"advertising list" ~~not~~ pointing out
~~not~~ a few useful intel products
appearing - e.g. a reference
to that , an
interesting OSI ~~product~~ IM,
or other (including other agency
products) ? -

2

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DCI/DDCI

7/2/24